

WCSR LOG

TIME	LENGTH	PROGRAM
1:59:40	10"	Sign on
2:00	29'	Discology 58a
2:29	1'	Break
2:30	29'	Discology 58a
2:59	1'	Break
3:00	29'	Roving Records
3:29	1'	Break
3:30	29'	Roving Records
3:59	1'	Break
4:00	59'	Masterworks
4:59	1'	Break
5:00	5'	News
5:05	24'	Easy Listening
5:29	1'	Break
5:30	29'	Easy Listening
5:59	1'	Break and sign off

Wed., Dec. 2, 1953
Head of Aft. Conroy

PERSONNEL REMARKS

<i>ice liber</i>	
Schelgel	SL
	SL
	SL
<i>Bonjour</i>	SL
Ward	SL
	SL
	SL
Horner	SN
	SL
	AN
Duff	SN
	SL
Duff	SN
	SL

*Masterworks
seems to be
marked for a
Smithie -
Does it come
from Amherst?*

WRITE A LUCKY STRIKE JINGLE!

Here's your chance to make yourself \$25. Just write a 4-line Lucky Strike jingle, based on the fact that Luckies are made better to taste better.*

Then, if we select your jingle, we'll pay you for the right to use it, together with your name, in Lucky Strike advertising.

Here are some sample jingles:

I've heard the same in every class -

In history, psych, and ec -

For cleaner, fresher, smoother smokes,

It's Lucky Strike, by heck!

I like a better-tasting smoke

And mildness counts with me.

So when I buy I keep in mind

That L.S./M.F.T!

Study these sample jingles. Then get the gang together, break out the rhyming dictionary, and start writing. It's fun!

Hint - if you can sing your jingle, it's a good one!

Hint - the more jingles you write, the more money you have a chance of making.

Hint - be sure to read all the instructions!

HERE ARE THE INSTRUCTIONS

*TIPS TO MONEY-MAKERS

1. Write your Lucky Strike jingle on a plain piece of paper or post card and send it to Happy-Go-Lucky, P. O. Box 83, New York 46, N. Y. Be sure that your name, address, college and class are included - and that they are legible.

2. Base your jingle on any qualities of Luckies. "Luckies are made better to taste better," is only one. (See "Tips to money-makers.")

3. Every student of any college, university or post-graduate school may submit jingles.

4. You may submit as many jingles as you like. Remember, you are eligible to earn more than one \$25 award.

To write a winning Lucky Strike jingle, you're not limited to "Luckies are made better to taste better." Use any other sales points on Lucky Strike such as the following:

L.S./M.F.T.

Lucky Strike means fine tobacco

Luckies' cigarette-tearing demonstration

Luckies taste cleaner, fresher, smoother

Be Happy -- Go Lucky

So round, so firm, so fully packed

So free and easy on the draw

Buy Luckies by the carton

Luckies give you deep-down smoking enjoyment

Yes, for more real, deep-down smoking enjoyment,
Be Happy -- Go Lucky! Make your next carton

LUCKY STRIKE!

Wed., Dec. 2, 1953

Head of night: Barbour

Time	Length	Program	Personnel	origin	Remarks
6:59:40	20"	Sign on		SL	
7:00	15'	Newst Sports		AN	
7:15	14:40	Transcription		SL	
7:29:40	1'	Break		SL	
7:30	29'	Jazz - Amherst sent (without announcing)		AN	French choral music - very inappropriate
7:59	1'	Break		SL	
8:00	15'	News &		AN	
8:15	94'	Concert Hall		AN	Forgot to send Concert Hall -
9:39	1'	Break		SL	
10:00	5'	News		AN	
10:05	24'	Adv. of Herman Schriber		AN	
10:29	1'	Break		SL	
10:30	14:25"	Stardust Time		SL	
10:44:25	35"	Sign Off		SL	

What's with these birds tonight???

(Y.)

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Here are some sample jingles:

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In history, psych, and ec -

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It's Lucky Strike, by heck!

I like a better-tasting smoke
And mildness counts with me.
So when I buy I keep in mind
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LUCKY STRIKE!